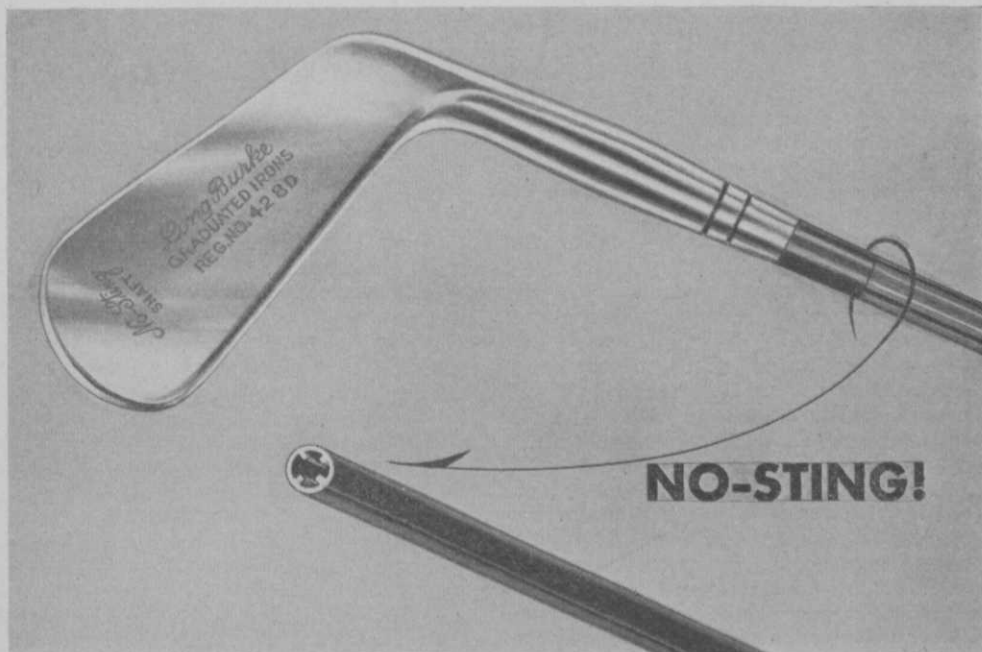


AGAIN! Burke Leads with a Real Improvement in Shafting



Available only in the new Burke ^{TRUE} TEMPER Irons

Three years ago Burke was first with the True Temper Shaft . . . now for 1931 Burke is first with the latest true temper development. Four ribs of steel extend six inches inside the shaft at the hosel end, increasing the shaft strength and throwing the "whip" a bit more toward the end. This leads to snappier action in play and **ABSOLUTE ELIMINATION OF STING.**

Any golfer understands the value of these improvements — each sale means a pleased customer.

Your Golf Shop shows steadier sales and better profits because Long Burke Irons shafted with this new feature mean lower scores. Send for details of this exclusive Burke offering.

THE BURKE GOLF COMPANY
NEWARK, OHIO

loans. And on top of it all you'll be able to pay more promptly.

DO YOU SEE WHAT EFFECT SLOW TURNOVERS HAVE ON A BUSINESS? Do you see the advantage of quick turnovers: no tied up capital; no dead stock; no interest to banks on loans to pay for merchandise that's frozen in your stock?

Evils of Credit Sales

Take credit sales. Municipal course operators particularly will be interested in this. Are you giving too much or too little? By "too little" I mean can you afford to give more. Let's get out Sir Statement and take a peek. To make it easy I'll use round, even figures.

If you gave credit you had losses. Say you lost \$100. On a margin of 33 $\frac{1}{3}$ % it means you made sales of \$300 that didn't bring you a penny profit—and the chances are this loss will be more than \$100 when you add the expense and time of trying to collect; interest to banks on borrowed money that you used to pay for the merchandise; loss of discount, etc.

But you know that, don't you. But do you know if you are still giving too much credit? Let's see. How much do you owe that is past due? How much is owed to you? How do they compare? How much nicer would your statement look if you had all that was past due taken off of what you owed, whether current or past due?

Now has it occurred to you that you are using **YOUR CREDIT** to carry your customers. You can see this easily if you owe and can't pay because people owe you. So, in addition to the danger of having credit losses from accounts that are permitted to run, you are endangering your own credit by permitting your customers to ride you.

Aside from the actual losses, too much credit—and your statement will tell you if it is—means frozen capital that could be put in present stock, or could be used to reduce bank loans, or reduce your indebtedness or in a number of ways.

I'll just touch on too little credit. Many pro's are wondering if time payment is a good plan. Yes, if you have capital to carry accounts or if you can discount your notes—and by all means get notes on time payments. You can because customers won't ask for time payments on small amounts. Generally it is only when you have sold a full set of irons or woods or a new bag—or two or three of these together.

Get notes, even if the buyer is good. Discount the notes at a bank and when

the bank sends them a notice they won't put it off with "I'll handle that next week" as they would you—and which might mean next month or the month after.

But enough for the time being. I've carried you through the training camp and found that you were equipped to perform your task. Now you are moving up—moving in to take your position in the front line trenches—where the battle really is. You've got the equipment and the ability to do your work. It may not be pleasant and won't be until you find you are hitting your targets by getting what you should know.

And when you do—as you will—if you'll follow me over the top right behind the barrage I've laid down with the aid of the artillery that has been firing at you for three months—wheels locked together—artillery that has been mustered from years of personal experience, you'll find that you'll capture every enemy position that has been a known or hidden bugaboo to your success. You find that the things you thought gigantic obstacles were mere mirages; that instead of a mountainous task that you always shuddered at they will prove mere molehills that will give you plenty of laughs in the future because you were afraid of them.

LEWIS WASHER ADDS TEE DATA PLATE

Watertown, Wisc.—Now that the tee box is being erased from the golf picture, due to the change from sand to the artificial tee, the G. B. Lewis Company believes that the most logical place for the number, yardage and par of a golf hole is on the face of their golf ball washer. The new plate is easily attached to the face of the washer by means of two hooks and two non-rusting screws.

At those holes where no washer has been provided the tee data plate can be easily attached to the standard metal tee stake and later on, when a washer is provided, it can be transferred from the tee stake to the face of the washer.

These tee data plates in 2-color enamel with the data numbers and letters, which can be changed if necessary, are reasonably priced and attractive.



White Manufacturing Company

MAKERS OF  GOLF CLUBS
GOLF BAGS GOLF BALLS

14 E. JACKSON BLVD.

CHICAGO, ILL.

February 23rd, 1931.

Mr. Golf Professional,
The Country Club of the United States,
U. S. A.

Dear Friend:

You have probably already heard that we have reorganized and re-entered the golf club field, in which we are now making an exclusive line of clubs in connection with Allied Golf Bags.

For the past six months I have talked to all of my old Professional friends with whom I have been able to get in touch. I have discussed your many problems of successful selling of golf clubs to your members in view of the greatly increased competition, particularly price cutters and have tried to work out a program for you that will put you on a truly competitive basis.

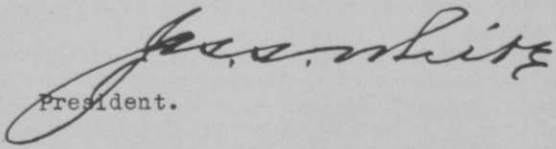
In introducing this new line to you, I faithfully promise to protect your interests at all times and to refuse to sell price cutting competition and sell you on a price basis that will allow you better than your customary profit.

Our clubs are honestly made and our models have been styled for us by some of your own group.

Won't you write to me personally for the details of our plan? I should like very much to hear from you and our salesman will call on you with the line just as soon as you are back at your club.

Yours very truly,

WHITE MANUFACTURING COMPANY.


President.

JSW:EK

Dealers' Meeting Shows Pros' Merit as Golf Merchant

By HERB GRAFFIS

"NOW, gentlemen, let us have the same true sportmanship in our business relations as we have in games to which we supply equipment."

That noble sentiment and guide echoed persistently in the addresses at the Chicago convention of the National Sporting Goods Distributors' Association. Some static prevented the clear reception of the message as the sassy staccato of the chisel chipping off extra discounts was heard plenty through the doors of hotel rooms in which buyers and manufacturers were furtively giggling at the idea of "open covenants, openly arrived at." Further difficulty in hearing the inspiring principle was provided by the grunts, groans, lurid language and hiccoughs of four sterling sportsmen kicking the hell out of one 130 pound golf club salesman. The little man was the victim in a case of mistaken identity, according to the later whines of the fearless defenders of all that is good, true and beautiful.

The meeting was a great object lesson all around to the pros. One who has covered pro meetings of all sorts for some years was impressed with the casual conclusion that professionals are serious-minded rank amateurs going through the rye, despite some folks notion our boys are passionately addicted to getting their hides moist and then turning blanket Indians. The really important development of this sporting goods distributors convention was, so far as pros are concerned, a clear and complete revelation that the pros are sitting very, very pretty.

Julian Curtiss, perennially peppy pilot of the Spalding organization, delivered the heavy-weight address of the meeting. Curtiss has a gift of saying critical things that mean battle, but doing it in a polished, literate way that could be taken down, without blushes, in the notebook of a spinster pillar of the First M. E. church.

The dean of the manufacturers told the

sporting goods men that he had been through six major business crises, and during each one of them the sporting goods business had flourished. He further indicated that, during these times in particular, the business of play should prosper, due to the growing popularity of the five-day week. He related that the five-day week has been in operation at Spalding plants without any increase in production costs.

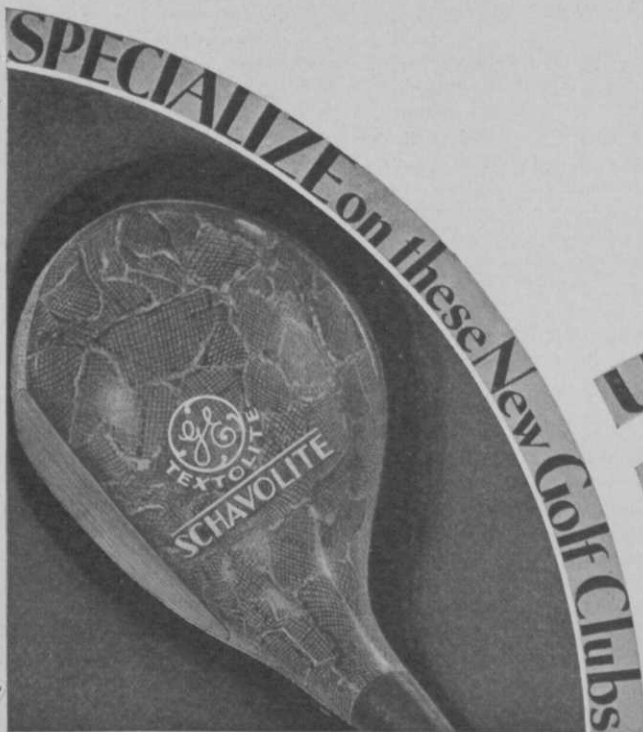
Discounts Punish Sport Trade

Curtiss made one remark that should bring home to the pros evidence of what an enviable spot they occupy in sporting goods retailing. He said: "The most emphatic message that I have to bring you is: for heavens sake preserve the profits on those two great sports—golf and tennis. In every case you are dealing with an individual and the individual has no right to receive a discount."

In that remark he made an effort to cut out the sore spot that was given some lingual treatment by almost all of the expert diagnosticians and surgeons who attended the clinic—the trick discount. It was very plain that sporting goods dealers are in misery up to their ear-drums on this discount racket. Colleges, schools, clubs and other organizations play one dealer against the other and frequently lure manufacturers into a competition to see which can give away the most.

The Spalding chief tipped off what discount trouble, cut prices and tough competition was costing the manufacturers when he said: "A very erroneous opinion has for many years been prevalent in regard to the huge profits that are made in the manufacturing of athletic goods.

"The steel industry of the United States is considered to be one of the great basic industries, and yet the percentage of profit of the United States Steel Company has always been far greater than that of the concern with which I have been associated for so many years."



Unequaled
in Quality
Pedigree
and Price

FOR quick, attractive profits, specialize on these new golf clubs with G. E. Textolite composition heads. The newest and most outstanding thing in golf.

Good times or bad, people play golf. In 1930 millions of dollars were spent for new golf clubs. This year, every golfer will want these new Super Distance and Super Control clubs . . . present players, because they already have tried all different types of wooden head clubs . . . new players, because of the unusual special features and low price.

G. E. Textolite head golf clubs are tougher . . . more resilient . . . can't break, chip or dent. Impervious to moisture . . . can't water-log or warp. Uniform in weight, size and shape because moulded . . . and the first really scientifically balanced and matched clubs . . . eliminating all guess work and human errors.

Months of research, experimentation and actual tests by General Electric engineers have proved the many distinctive advantages of these clubs and assure their immediate consumer acceptance.

Watch for double-page announcement in Sporting Goods, Hardware, and all national Golf publications next month.

Mail coupon today for full information.

SCHAVOLITE GOLF CORP., Long Island City, N. Y.

SCHAVOLITE

SUPER-DISTANCE SCIENTIFICALLY

You save time and money by answering GOLFDOM ads.

\$
6
for
**DRIVER
BRASSIE
OR
SPOON**



\$**20**

for Matched
Sets of Three

Please send full information on the new G. E. Textolite Head Golf Clubs.

Name _____

Address _____

G

Some of the blunt talkers on the program referred to the hopeless factor in the situation, this factor being the dealers who were former prominent athletes trying to capitalize their reputations. When you heard the manufacturers and substantial dealers talk about these bewildered and incompetent ex-performer dealers, long on sinew and short on skull, you really could start to brag high, wide and loud about the pros. You got the conviction that the sporting goods dealer roster assays such a large percentage of punks that the less said about comparisons with the pros, the more tranquil it will be for the dealers.

Pro Is Head Man

Good dealers and good pros have a lot in common in eliminating the handicaps to golf goods business development and it was freely admitted by leading dealers, manufacturers and the sporting goods dealer, tradepaper men that the pro today was the head man in the golf trade. In chats with men at the convention it was made plainly apparent that the pro has a leadership in golf goods distribution that he must protect and extend by the most vigorous and intelligent effort. "The pro doesn't appreciate usually what a great inside track he has," was the tenor of the green-eyed comments made by leading dealers to GOLFDOM'S editor.

Informal tribute to the pros' business advance and status was freely made, but references to the pro were conspicuously absent on the formal program. Alex Pirie, president emeritus of the P. G. A., looking over the show, and was nailed by one of the officials and dragged up to the rostrum for recognition. Alex cooed a few well-received words of brotherly love and affection at the assembled multitude and let it go at that. The boys had some troubles to cry about and far be it from patriarchal brother Pirie to prevent any comforting that can be accomplished with irate resolutions and floods of tears as big as 90-watt mazdas.

Condemn Gun-Maker's Policy

The dealer jumped with righteous indignation on the direct-selling policy of the Browning Arms Co. employed to sell their guns through jobbers and dealers at the usual discounts. Now they have adopted a direct selling policy and give the dealer only 10 per cent discount for selling and servicing the guns. The convention adopted a resolution against han-

dling Browning guns until the 10 per cent direct-selling policy was abandoned. The Browning action seems especially idiotic to this writer, a resident of Chicago where Browning's best gun customers can't write and could not be expected to send in orders by mail.

But this reflection on how so many other fellows can be so dumb and so rich while I am so smart and so poor, is no novelty to your correspondent. It was again brought painfully to mind as the manufacturers and distributors at Chicago made initial efforts to organize "an united trade association for the entire sporting goods business."

In all the considerations of this proposal concerning the union of sporting goods making and distributing factor there is no mention of the pro golfer. It was a sorry oversight in view of the fact that the pro is doing about 20 per cent of the entire sporting goods retailing of the country. Some of these gentlemen in the sporting goods business apparently are unaware of the pros' business status. They seem to place the pro in that unfortunate position, described in the pansy's plaintive lament as "Just a Gigolo."

We'll work, wait and see what the pros can do to rectify this lack of appreciation. There's just one way they can do it, and that is by being the outstanding stars of merchandising. With their chances in this direction during 1931, the pros have a banner opportunity to make themselves the acknowledged masters of mutually profitable sporting goods distribution.

YARDAGE MARKERS IN SETS NOW ON MARKET

Chicago, Ill.—Arcus Ticket Co., 348 N. Ashland Ave., printers of restaurant checks and tickets of all description, have branched out in the golf field and are now marketing a new yardage marker consisting of a pressed-steel plate finished in two colors of baked enamel on a 21-in. channel-steel stake.

The markers, known as "Yard Marks," are sold in sets of 50, with properly assorted signs so that every 50 yards from 150 to 300 yards can be marked on every hole of the course.

Arcus claims these markers are positively weather-proof and long-lived, requiring the minimum of service. Priced at \$47.50 per set, f. o. b. Chicago.



... INFORMATION FOR THE "PRO" ...

WHY **TRUE TEMPER** SHAFTS

FOR WOODS

are made in

3

Grades of Stiffness

"TRUE TEMPER" shafts for woods are made in three grades of stiffness. This is done to help the "pro" in outfitting each of his players with the club best suited to the weight, height, strength and "speed" of that player.

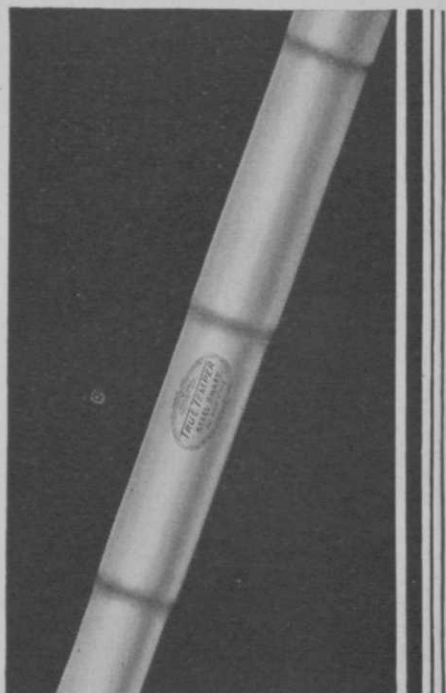
For the strong, fast hitter who has a tendency to slice with a club that has a light, whippy shaft, there is the "True Temper" stiff, heavy shaft that will straighten out his wood shots. Then for the weaker, slow hitter there is the "True Temper" lighter shaft with whippy action that gives this player the wonderful results he wants. In addition there is of course the "True Temper" Standard shaft for regular players with the common faults and the "True Temper" very flexible shaft for ladies' and older men's use.

The next advertisement in this series will explain another outstanding advantage of the "True Temper" shaft.

THE AMERICAN FORK & HOE CO.

Sporting Goods Division

General Offices: KEITH BUILDING . CLEVELAND, OHIO



TRUE TEMPER

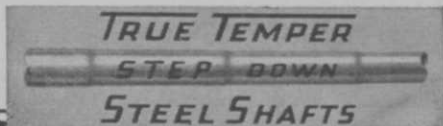
SHAFTS FOR WOODS IN 3 GRADES OF STIFFNESS

No. TTW Standard shaft for driver, brassie and spoon. Regular length 43". Weight 4½ to 4¾ ounces.

No. TTW Light—The same shaft in lighter weight and with "whippy" action. Weight 4¼ to 4½ ounces.

No. TTW Stiff—The same shaft for very hard, fast hitters. Weight 4¾ to 5½ ounces. Heavier if desired.

No. TTL Standard shaft for ladies' use, for wooden clubs—smaller in diameter than the others. Regular length 42". Weight 4¼ to 4¾ ounces.



Ohio Club Finds Elaborate


CADDY NEWS
COLUMBUS COUNTY GOLF CADDY NEWS
Volume 1, No. 1
COLUMBUS, OHIO, MARCH 21, 1934

Wonder What Caddy Thinks When At Club
By Tom, Ed. And Manager
The Way We Show It
To You, Caddy

Prize and Warning

The Future From You

Both Ends of Our Good Abilities



Y DON'T CHEW LAFALITTLE!

Interesting Talks by Mr. Lorenz

SPORTS NEWS

Club Outlays South Side '77 In Ten Innings

Sparty Layout Opened For Use Of Eagle Eyes

Eastern Stars Claim Amateur Baseball Honor

Outcasts Breaks Eighty At Musty

Bill - First First Turney Winner

Three Athletes Get Prizes For Victory

CADDY NEWS
COLUMBUS COUNTY GOLF CADDY NEWS
Volume 1, No. 1
MADISON CLIFFS, COLUMBIA, OHIO

Caddies Meet Fulfill Club Expectations

Hawks Wear Colored Caps

Honor Grade Marks Start

Worship Organized Silver-Moon Club

PRESIDENT
First Edition Heralds New Achievement



Fred Mackey First To Talk

Boys Clean-Up Grounds Daily

THE EDITOR
New Program Offers Much In Recreation



Letter Sent By Sports Chairman

Eagle Finds Gold On Ball Diamond

Close Race For Monthly Points

Policy Sets Record

CADDY NEWS
COLUMBUS COUNTY GOLF CADDY NEWS
Volume 1, No. 1
MADISON CLIFFS, COLUMBIA, OHIO

Over Two Hundred Attend Annual Caddy Festival At Country Club

Letter Sent By Sports Chairman

Eagle Finds Gold On Ball Diamond

Close Race For Monthly Points

Policy Sets Record

THE EDITOR
New Program Offers Much In Recreation



Letter Sent By Sports Chairman

Eagle Finds Gold On Ball Diamond

Close Race For Monthly Points

Policy Sets Record

SPORTS NEWS

Sparty Layout Opened For Use Of Eagle Eyes

Eastern Stars Claim Amateur Baseball Honor

Outcasts Breaks Eighty At Musty

Bill - First First Turney Winner

Three Athletes Get Prizes For Victory

This tabloid size, four-page newspaper is crammed with news and names of the club caddies. It is read and re-read by every boy.

Caddie Welfare Program Pays

TO THE credit of golf club officials, there is a continuous growth of constructive interest in caddie welfare. When all the high-flying syllables have been written and spoken about the ennobling influence of this pet sport of ours, the final verdict of golf's value will be swayed heavily by what it has done for the kids.

The Massachusetts Golf association has done by far the best job of organization work on this caddie matter in compiling its caddie manual, which, with the book A. P. Webster and another golf benefactor had printed, constitute the present standard text books on caddie instruction. Individual golf clubs have done well in supplying the youngsters with quarters that have lockers, showers, reading room and outdoor play facilities. Some of the clubs, notably Olympia Fields of Chicago, furnish the youngsters with uniforms and with raincoats when the weather is threatening. But of all the clubs that are giving caddie welfare attention, the prize, so far as this writer knows, goes to the Columbus (O.) C. C.

As previous stories in GOLFDOM have detailed, the Columbus establishment is run on a successful business basis. The executives of the club consider that an important and wholesome part of the club's business is developing its caddies into good citizens and good business men.

The club is in a good residential location so the economic factor does not figure as strongly in getting a plentiful supply of youngsters. But the other attractions make the club so popular for caddies that when the waiting list of kids seeking regular assignments gets a little low, all the caddie-master has to do is to notify principals of adjacent schools that the club is able to take on a few more boys. The names of likely youngsters are secured and an invitation is sent to the boy.

Caddie activities at the Columbus club include a caddie camp, a newspaper, and a couple of parties each year. Funds for the caddie activities are secured by popular subscription. A list is posted in the men's locker-room and each member signs for any amount he wishes, but not in excess of \$5. Between \$800 and \$1,000

is raised in this manner. There are between 200 and 250 boys on the caddie list. The caddie-master is a college student of journalism, so it was natural that he would get the kids interested in publishing their own paper. Sheets of this publication are shown with this story. It's a very good job of its kind. Each of the kids gets a copy of the paper and the monthly issues also are put in the locker of each member. The boys are organized into teams. There are baseball teams and basket ball teams equipped from the caddie subscription fund. There is also a pitch and putt course for the kids. These activities keep the kids out at the club so there never is danger of a caddie shortage.

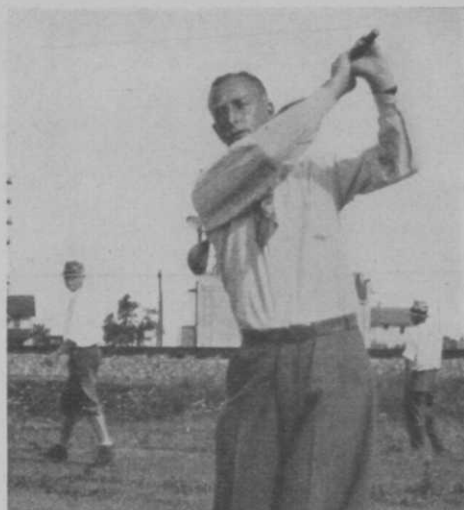
In the evenings the youngsters rehearse a seven-piece orchestra. This has gone over so well the boys are considering forming a band. From \$300 to \$400 a year is put into a caddies' camp where the boys, in turn, may spend a week. A fall treat for the youngsters was taking them to a football game. The club got reduced rates for 150 kids who were transported in seven motor busses. As the caddie-master was on one of the teams engaged in the autumnal merry mayhem the party was a huge success. Lunch was served at the clubhouse prior to departure for the game.

Curtain falls on the season with a caddie dinner. Entertainment is hired to supplement that supplied by the boys. The members act as waiters. Captains of industry, lights of the federal and state bar, and other dignitaries get a big kick out of their jobs as hashers for the hungry horde. Prizes are awarded to the youngsters for their season performances. Those boys with perfect records get \$10 worth of pro shop merchandise.

Members of the Columbus Country club look back on the history of their work for and with the caddies and rejoice. Many of the boys have graduated into fine business positions with men whom they served as caddies. As a training school for good citizens, business-men and sportsmen, the caddie work done by the Columbus Country club and other thoughtful golf organizations makes one of the game's most valuable contributions to national progress.

Clubs at Cost Is Pro Service after Clubhouse Fire

By HERB GRAFFIS



Ernie Hoggarth, Lorain pro, whose club loyalty gets baptism of fire.

ON THE billhead of Ernie Hoggarth, pro at the Lorain (O.) C. C. there are two lines that ordinarily would be read as just the same old bushwah. These lines read: "I aim to please" and "Personal attention given to all pupils."

Every member of the Lorain club knows that those phrases are correct expressions of the Hoggarth policy. If there ever was any doubt of their accuracy it was dissipated July fourth this year. About two o'clock, the morning of the Fourth, a fire burned the Lorain pro shop to the ground and mingled along the ashes that the Independence Day players saw upon their arrival at the club were the remnants of 190 sets of clubs belonging to the members.

The Fourth was to be a big day at Lorain for it was the date of the opening of the club's new course. This Hoggarth fellow is not one to have plans knocked galley west without a battle so when he turned out before daybreak to survey the scene of the shop disaster he immediately started thinking about what could be done to stage the new course's debut despite the destruction of the members' clubs. How Hoggarth went about this job makes one of the finest pro stories of the year. It's a tale that will do the pro cause a lot of good for it must get across to club officials a good idea of the resourcefulness and devotion to the members' pleasure that every good pro exhibits conspicuously when the emergency arises, and quietly at all other times.

The details of the story come from Tommy McCartney, Ernie's assistant. Tommy, incidentally, is a story by himself for the assistant's importance in the pro scheme of things is too often under-estimated. The pro with a right bower like this McCartney kid seldom has to worry about any bets of service to the members and profits to the pro being overlooked in his shop.

All Ready for Early Birds.

When the early arrivals for the inaugural of the new course started to show up at the Lorain club and looked over what once had been a neat, well equipped pro shop, their hearts fell, but Ernie was there with first aid. Hoggarth had dashed down-town and managed to do some sunrise telephoning in arranging entrance to stores where he could pick up some clubs. He picked up every club he could find in Lorain and provided the players with this emergency supply of playing material when they started out. There were 140 played the Lorain course the fourth.

Not a cent was charged for the rental of these clubs and when things got back to a normal status Ernie found that he had around \$200 worth of cheap clubs on hand and no way of getting rid of them. Until any of the members wanted to buy new clubs they were made to feel free about the use of this emergency equipment. The clubs are stacked up in a corner of Hoggarth's new shop for the free use of all comers.